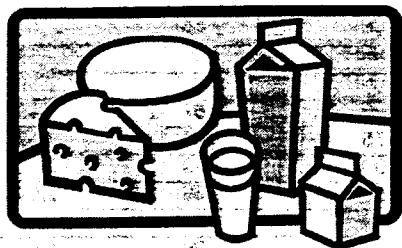


Hartford Area Food Store Price Survey

October 20-26, 2002

City of Hartford
Food Policy Commission



Inside you will find a price comparison of selected items at five mid-sized supermarkets and two larger supermarkets in Hartford.

Each item is listed along with its price at each store. The total cost of all of the items for each supermarket is then added together so that you can compare the stores.

We have also provided a summary of the results, noting which stores are least expensive in certain categories, such as 'fruits and vegetables' and 'dry goods'. To make the best use of this survey, look at those items which you buy most often. Then determine which store offers the best prices for your needs.

The Supermarket Survey A Concise History



The Beginning

Before there was a 'Supermarket Survey,' there was the City of Hartford Advisory Commission on Food Policy. Established in 1991, the Hartford Food Policy Commission was created to monitor and improve the city's food system. The Commission was specifically charged with integrating all city agencies "in a common effort to improve the availability of safe and nutritious food at reasonable prices for all residents, particularly those in need."

The Survey

To aid residents in making informed food shopping decisions, the Hartford Food Policy Commission conducted its first Food Store Price Survey in 1996. At that time, the Commission chose to survey seven stores in the Hartford area. Surveyors recorded the prices of the same 40 items in each store. With this data, the Commission produced a brochure that outlined the results. This brochure, which included information on public transportation to the stores, was then distributed throughout the Greater Hartford area.

Since 1996, the Commission has produced between two and four 'Supermarket Surveys' each year. Sometimes these surveys focus on the Hartford area's larger supermarkets. Other times, the surveys focus on Hartford's mid-size independent food stores.

Independents vs. Chains

For the current October 2002 survey, the Commission chose to survey five mid-size independent food stores and two chain supermarkets. The inclusion of Hartford's mid-size food stores – all located in Hartford – is important because city residents are increasingly using these stores to meet their food needs.

In addition to these stores, Hartford has many "Mom and Pop" stores. Finding transportation to suburban supermarkets may be difficult, and Mom and Pops, while convenient, tend to have a smaller variety, higher prices, and fewer fresh and nutritious food options. Hartford's mid-size stores are unique in that they offer a variety of fruits, vegetables, and meats popular with the city's Latino, Caribbean, and African American communities. Prices at these stores, especially for perishable goods, tend to be competitive with the area's chain supermarkets.

The Importance of Access

As documented in "Will Hartford Re-Store Itself," an article from the Hartford Food System's most recent newsletter, "access to supermarkets has been linked increasingly to individual well being." Independent research by UConn has found that Hartford has considerably less supermarket retail space per person than surrounding suburbs. As a result, many city residents remain food insecure. To read "Will Hartford Re-Store Itself" in its entirety, visit www.hartfordfood.org and click on 'Latest Newsletter.'

Food Store Price Survey	Size	C-Town	C-Town	ACA Inc.	Bravo	Model Mkt.	Stop&Shop	Adam's	
October 20-26, 2002		Weth. Ave.	Barbour St.	Main St.	Albany Ave.	Blue Hills Ave.	Hartford	Hartford	
Vegetables: Potatoes, fresh, white	5 lb. bag	0.99	0.89	1.99	0.89	1.79	2.49	1.50	S
Carrots, fresh	1 lb. bag	0.50	S 0.33	S 0.50	0.45	0.33	0.79	0.79	
Tomatoes, fresh, bulk	per lb.	0.99	S 0.99	1.29	1.29	1.29	1.99	1.69	
Iceberg lettuce, fresh	1 head	0.99	S 1.19	S 0.99	1.29	S 1.29	1.50	0.99	S
Cabbage, fresh, green	per lb.	0.59	S 0.49	0.39	0.59	S 0.39	S 0.49	0.39	S
Onions, fresh, yellow	2 lb. bag	0.79	S 1.59	S 0.99	1.29	S 0.79	1.19	11 0.99	
Green beans, frozen, regular cut, store brand	9 oz.	0.79	0.79	0.58	12 0.89	0.99	0.45	7 0.73	31
Corn, whole kernel, Del Monte canned, regular	15.25 oz. can	0.93	1.09	0.95	0.93	0.99	0.79	0.79	
Fruit: Bananas, fresh, green tips	per lb.	0.59	S 0.39	0.49	0.49	S 0.59	0.59	0.59	
Apples, fresh, lowest price variety	Per lb.	0.99	S 1.29	S 0.89	17 0.89	0.99	1.29	0.79	
Orange juice, frozen concentrate, lowest price brand	12 oz. can	1.99	0.79	1.39	1.89	1.79	0.89	1.29	
Meat/Dry Beans/Eggs/Nuts: Ground beef, 85% lean	per lb.	2.19	1 2.39	1 1.69	2 1.79	1 1.59	1 2.79	2.29	3
Chicken drumsticks, small pack, least expensive	per lb.	1.49	1.49	0.99	1.69	0.99	S 1.69	1.69	
Pork, loin chop center cut, small/no bone, not family	per lb.	1.69	3.69	8 1.89	9 3.29	1.79	10 4.29	2.29	
Bologna (turkey), lowest price brand	16 oz. pkg.	1.50	S 2.29	1.98	18 1.89	1.98	18 1.99	1.99	
Tuna, chunk light, water packed, Starkist	6 oz. can	0.89	1.49	0.89	19 0.89	0.99	S 1.09	0.89	
Red kidney beans, dry, Goya	1 lb. bag	1.19	0.75	11 0.99	0.99	0.89	0.79	0.79	
Eggs, white, grade A large	per doz.	1.29	1.29	1.39	1.29	1.39	1.39	1.39	
Peanut butter, store brand, regular, creamy	18 oz. jar	1.85	1.89	2.39	20 1.85	1.99	S 0.99	1.69	S
Milk/Cheese: Whole milk, store brand	1 gal.	2.99	2.99	2.99	2.50	S 2.99	2.99	2.99	
Cheese, Cheddar shredded, store brand	8 oz.	1.99	1.50	2.39	21 1.50	1.99	1.99	1.99	
Grains: Bread, white, enriched, store brand	20-22 oz. loaf	0.99	0.99	2.09	22 0.99	2.09	22 1.19	1.09	
Cereal, Cheerios, regular	15 oz. box	2.99	S 3.67	12 3.89	4.19	4.39	3.59	3.59	
Cereal, Kellogg's Frosted Flakes	15 oz. box	3.75	3.89	13 3.59	3.79	3.29	12 2.99	2.99	
White flour, store brand	5 lb. bag	1.99	1.49	13 1.49	23 1.49	2.29	29 0.99	2.38	
Rice, white, long grain, enriched, store brand	5 lb. bag	1.59	1.69	13 2.69	24 1.59	3.29	1.49	1.79	
Spaghetti, regular (#8) store brand	1 lb. box	0.33	S 1.09	14 0.50	25 0.67	28 0.75	28 0.69	0.67	
Fats/Oils/Sweets: Coca Cola, regular	2-liter bottle	1.19	S 0.99	0.99	0.99	0.99	S 0.89	S 1.29	
Grape jelly, Welch's concord	18 oz. jar	1.85	1.89	13 2.89	1.85	2.86	30 1.79	1.79	
Vegetable oil, blend, Wesson	24 oz.	1.69	1.79	1.59	1.69	1.99	1.49	S 2.39	
Margarine, quarters, veg oil, store brand	1 lb.	1.19	4 0.59	0.69	5 0.65	4 0.59	0.79	0.89	
Mayonnaise, lowest price brand	32 oz. jar	1.79	1.99	2.09	1.79	1.99	2.29	1.49	
Other: Pasta sauce, Prego, traditional	26-28 oz. jar	1.99	S 2.29	2.29	6 2.19	2.39	2.29	2.19	
Salsa, Ortega	16 oz. jar	3.10	7 2.79	15 2.79	15 2.59	15 2.79	15 1.50	S 2.79	17
Dinty Moore Beef Stew	24 oz. can	2.59	3.05	16 2.59	2.59	2.79	1.99	2.49	
Campbell's chicken noodle soup, regular	10.75 oz. can	1.39	0.99	0.89	0.95	1.49	0.89	1.19	
Macaroni and Cheese, Kraft	7.25 oz. box	1.09	1.19	0.99	1.09	1.29	0.99	0.99	
Infant formula, Enfamil, low iron, (WIC certified)	13 oz. conc.	3.79	3.79	3.99	3.79	3.99	3.19	3.19	
Coffee, Folgers, canned, Classic Roast	13 oz.	2.69	2.79	13 4.19	26 2.89	4.62	32 1.50	S 2.89	
Laundry detergent, Tide, powder	40 loads	9.59	9.79	9.99	27 9.59	9.99	8.49	8.49	
Toilet tissue, Scott	roll. 1000 ct.	0.85	0.89	0.89	0.85	0.89	0.75	0.75	
Totals:		73.64	77.24	79.15	74.79	82.58	72.24	73.87	
Store Cleanliness & Service: (excellent, good, fair, poor)	Fair	Good	Good	Good	Good	Good	Excellent	Good	
NOTES	S - indicates item is on sale, possibly only with savings card 1. Percent lean not given 2. Estimated 90% lean 3. 90% lean								
	4. 70% Vegetable oil spread 5. White Rose 6. Ragu, 26 oz. 7. Calculated from 8 oz. price 8. Center cut not specified								
	9. Has bone 10. Family pack 11. Calculated from larger bag price 12. Calculated from 20 oz. price 13. Not in stock, price on shelf								
	14. San Giorgio 15. 16 oz. Tostitos 16. Calculated from 18.8 oz. Cambells Chunky Beef Pasta Soup price								
	17. Calculated from weight for 6 apples and price of 3 apples/\$1.00 19. Empress 20. Peter Pan 21. Kraft 22. Wonder Bread								
	23. White Rose 24. Canilla 25. Allegra 26. Classic Decaf 27. Not in stock, price estimated from comprable item 28. Luigi Vitelli								
	29. Pillsbury 30. Calculated from 10 oz. price 31. Calculated from 16 oz. price 32. Calculated from 11.5 oz. Maxwell House price								

Store Locations & Bus Lines

All stores are located in Hartford.

C-Town

165 Wethersfield Ave.

- Bus: U1, U2

C-Town

255 Barbour St.

- Bus: K1

ACA Inc.

3155 Main St.

- Bus: K2

Bravo

1291 Albany Ave.

- Bus: U3, any T

Model Market

660 Blue Hills Ave.

- Bus: any T

Stop and Shop

150 New Park Ave.

- Bus: K3

Adam's

76 New Britain Ave.

Bus: Q2

**For More Information on Bus Routes, contact
CT Transit at (860) 525-9181.**

Acknowledgements

The Hartford Food Policy Commission would like to thank the UConn students who conducted this survey. The students are participating in a service learning project with the UConn Family Nutrition Program and the Department of Nutritional Sciences.

This survey is produced by the
Hartford Food Policy Commission.

For more information, or to volunteer
to help survey stores, please contact
us anytime:

Food Store Price Survey
Hartford Food Policy Commission
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509 Wethersfield Avenue
Hartford, CT 06114
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Visit our website: www.hartfordfood.org

Summary of Results

If your overall shopping list resembles the one we've used in this sample, then comparing each store's 40 item price total should give you a good idea as to which food stores provide the best value.

If your list includes only certain categories of items, then the category-ratings below will help you decide which stores are best. While chain supermarkets may provide the best overall value, mid-size food stores offer prices that are competitive on most perishable items.

This survey found that fruits and vegetables are priced lower at each of the mid-size stores than at Stop and Shop or Adams. The same is true for meats, eggs, and dairy, with the exception of the C-Town on Barbour St. Dry and canned goods are cheapest at the chain supermarkets, as are detergent and toilet paper.

Best Prices by Category

Fresh Fruits and Vegetables:

1. C-Town, Wethersfield Ave.
2. C-Town, Barbour St.

Dry and Canned Goods:

1. Stop and Shop
2. Adam's

Meats, Eggs, and Dairy:

1. Model Market
2. C-Town, Wethersfield Ave.

Detergent and Toilet Paper:

1. Stop and Shop
Adam's (tie)